



**ISSUE  
POLITICAL INQUIRY FORM  
KCBS  
LOS ANGELES, CA**

**Non-Federal**

Special Election: ☐

Primary Window: ☐

General Election: ☒

Out of Window: ☐

RECORD OF REQUEST: Broadcast Time/Flight Dates:

ISSUE RATES 4Q12

NAME OF REQUESTOR:

Sheri Sadler

1. NAME OF AD AGENCY:

**Sadler Strategic Media, Inc.**

12103 Viewcrest Road

Studio City, CA

818.506.5443

2. ORGANIZATION PAYING FOR TIME:

**YES ON PROP. 30--to Protect our Schools & Public Safety, a broad coalition of**

**business, labor, law enforcement, teachers & Governor Brown**

2633 Telegraph Avenue

Oakland, CA 94612

916.447.1960

Mike Roth, Campaign Manager

Rubeena Singh, Treasurer

Same

3. ORGANIZATION PROVIDING COMMERCIAL

4. BROADCAST TO FAVOR ISSUE/BALLOT/CANDIDATE:

BALLOT - Yes On 30

5. PRODUCT OR CATEGORY: (circle or highlight)

6. POLITICAL PARTY OR OFFICIAL AFFILIATION:

7. DATE OF REQUEST

8/20/12

8. NATURE OF REQUEST:

Granted

(a) Request for Legally Qualified Candidate

(b) Request for ISSUE card

(c) Other request or notes as stated below

Requesting political rate card all dayparts, all programs, all levels rates :30's.

9. DISPOSITION MADE OF REQUEST

(a) Granted

(b) Denied (reason)

(c) Withdrawn (reason)

(d) Avails offered

10. SUBSEQUENT DEVELOPMENTS

Not applicable due non-Federal; non-National

11. AMOUNT OF CHARGES – see order (s) under candidate name in public file folder. If appropriate. Please note that local/state issues that are not related to matters of national significance, the support or opposition of a FEDERAL CANDIDATE or national interest will include this POLITICAL FORM and DISCLOSURE information, sans orders not required for file. Please contact the Political Specialist for additional inquiry.

**CBS EMPLOYEE COMPLETING FORM**

Signature: \_\_\_\_\_

name typed: \_\_\_\_\_

completing form: \_\_\_\_\_

Cheryl Ciccone, KCBS Political Specialist

Katrina Battle for Ciccone, 9/14/12